

River Park Apartments, Ltd., a Florida limited partnership Privacy Policy

River Park Apartments, Ltd., a Florida limited partnership (“River Park”), respects your privacy. We strive to use information to provide the best possible service while respecting the confidentiality of information we are entrusted with. This Privacy Policy outlines the types of personal information we may receive or collect when you use our services, as well as some of the methods we use to safeguard your personal information.

1. Collection of personal information

We collect personal information from you at various places and through various mechanisms on this web site (the “Site”) in order to consider you for apartment rentals, to establish your account, to handle billing and to understand your specific needs to serve you better. Personal information is information about you that is personally identifiable, such as your name, address, email address, credit card number, bank account number or phone number.

River Park may also collect personal information from you through means other than the Site. This may include offline collection, such as when you submit a paper application to rent an apartment, make a rent payment by check, or call or visit the management office. It may also include e-mails that you send to us separate from the Site. This Privacy Policy does not apply to personal information that you provide to us through means other than the Site. However, if we combine the personal information we collect from you outside of the Site with personal information that we collect through the Site, we will apply this Privacy Policy to the combined information, unless specifically disclosed otherwise.

We may receive personal information about you from other sources. For example, if you are applying for an apartment, condominium, or corporate housing, either via the Site or offline, we may obtain information from third parties about your creditworthiness, among other information, as part of the application process. This Privacy Policy does not apply to personal information about you that we receive from other sources. However, we may combine the information we receive from these other sources with personal information we collect through the Site. In those cases, we will apply this Privacy Policy to the combined information, unless specifically disclosed otherwise.

2. How we use your information

The information River Park collects is used to comprehensively understand your needs and interests, and permits River Park to deliver a more consistent and personalized experience. For example, River Park may use your information to: (1) provide you with services or process transactions that you have requested; (2) communicate with you regarding information, features or offers that we believe will be of interest to you; (3) respond to your questions or other requests; (4) contact you with regard to the Site; (5) process any applications, payments or changes to your account information; (6) process other information that you submit through the Site; (7) conduct user surveys; and (8) fulfill other purposes disclosed at the time you provide your personal information. We may also use the information you provide to improve the Site or River Park’s services, to customize your experience on the Site, to serve you specific content, or for other business purposes.

Your information may be aggregated with other clients' information on a purely non-identifiable basis to understand how our products are used to help make them better.

Credit card and bank account information is used solely for payment processing and fraud prevention efforts. Credit card information, bank account information and other sensitive personal information required to process a credit decision or process a payment, is not used for any other purposes by us.

3. Policy on sharing your information

We do not share your personal information with third parties for those third parties’ marketing purposes. We may share non-personally identifiable information, such as Site usage information or other aggregated user statistics, with third parties. In addition, we may share your personal information as set forth in this Privacy Policy, in any manner in which you expressly consent via the Site, or in the circumstances described in the following paragraphs.

We may share personal information with our affiliated or subsidiary companies who require access to personal information for business purposes related to your tenancy or to process any application, request, inquiry, or other information or personal information you submit via the Site. This includes the owner of any community where you make application or where you lease, as well as the management company for such community.

We may share your personal information with third parties who perform services on our behalf or on behalf of the owner of one of our properties. This includes, without limitation, third parties that send communications, process payments, analyze data, assist with utility billing or renters insurance, provide credit checks, resident screening, or collection services, provide marketing assistance, or create, host and/or provide customer service on our behalf. These third parties may have access to personal information in order to provide these services to us or on our behalf.

Circumstances may arise, whether for strategic or other business reasons, in which River Park decides to sell, buy, merge or otherwise reorganize businesses in various countries. Such a transaction may involve the disclosure of personal information to prospective or actual purchasers, or, conversely, the receipt of such personal information from sellers. It is River Park's established practice to seek appropriate protection for all personal information in advance of any such transaction.

We may disclose personal information if we have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to: (a) satisfy any applicable law, regulation, legal process or legitimate governmental request, (b) detect, prevent, or otherwise address suspected fraud, security or technical issues, (c) enforce any applicable Terms of Service, including investigation of potential violations thereof, or (d) protect against imminent harm to the rights, property or safety of River Park, its users or the general public as required or permitted by law.

4. Sites covered by this Privacy Policy

This Site may from time-to-time link to third-party sites for your convenience and to provide easy access to additional useful information. Should you select such a link you will leave the Site. River Park does not control those sites nor their privacy practices, which may differ from River Park's practices and policies. Any personal data you choose to provide to or that is collected by such third parties is not in any way covered by the River Park Privacy Policy. We recommend that you read over such Site's privacy policy before providing any personal information. A link to another Site from River Park does not constitute an endorsement or representation about the value, quality or usefulness of anything found on that third-party site.

5. Access to and accuracy of your information

River Park strives to keep your personal information accurate and up-to-date. Towards this goal we utilize various technology, management processes and policies. As part of our overall data accuracy initiative River Park provides you with reasonable access to your personal information so you may review and correct your information if needed. To safeguard your privacy and security, we will verify your identity through various means, such as by requiring a password and user ID, before granting access to your data.

We ask that you update your information as and when it changes so any information used to serve you remains as accurate as possible.

6. Keeping your information secure

River Park values your trust and takes it seriously. To prevent unauthorized access and disclosure, to maintain data accuracy, and to ensure the appropriate use of your information, River Park utilizes industry standard physical, technical and administrative procedures to safeguard any personal information we collect.

While we take reasonable steps to secure your personal information, no data transmission over the internet can be guaranteed to be completely secure. Likewise, no storage or processing of your personal information on the Site

or on other servers or databases to which the information may be transferred can be guaranteed to be completely secure. Please consider this prior to submitting your personal information to us via the Site.

Please note that in accordance with our routine corporate recordkeeping practices, we may delete certain records that contain your personal information. We are under no obligation to store such information indefinitely and disclaim any liability arising out of, or related to, the destruction of such information.

7. Changes to this policy

We reserve the right to alter, modify, update, add to, subtract from or otherwise change this Privacy Policy at any time, which will become effective as of posting on the Site.